

of those with whom we live ; we may indeed begin to stammer if we associate with a stammerer and are half-impelled to expectorate if we travel in America. Advertisements move us by their insistency. Personal influence receives the homage of imitation especially from those who are not naturally self-assertive: one who is hypnotized abandons himself entirely to the suggestions of the hypnotist. Our imitative impulse is strengthened by the social instincts of veneration or sympathy. Children copy their parents. scholars their teachers. servants their masters : a hat. a necktie that is favoured by royalty—even a limp with which a royal person may be afflicted—is copied by loyal subjects. The inventions. or novelties. the imitation of which has gradually advanced civilization. have owed their adoption rather to the influence of authority than to their intrinsic merit. Religions have spread very largely through the conversion of princes: and the conquests of the past owe their enduring interest to the impulse that has been given by the authority. or prestige. of the conqueror to the assimilation of a language. an idea. or a custom. Sympathy, on the other hand. urges us to imitate our own kind. If one dog barks. or a jackal howls. the dogs and jackals of the vicinity start barking or howling. Sympathy breeds the respect for the

crowd which
impels us to act according to the
opinions of the
majority—to imitate behaviour which
we see
practised around us. A boy
translated to a
school. a recruit incorporated in a
regiment. imi-
tates a multitude of fashions. some of
which may
be ludicrous. and none would have
attracted him
in the environment of his home.

But habit also may be reinforced by
feelings
of reverence or sympathy. Inventors
may search